

## College of Business Academic Research Seminar

Dr Tomas Falk, Professor of Marketing at  
Aalto University School of Business,  
Finland



Title:

The Duality of Smart Wearables  
Exploring Consumer Responses to  
Computational Agency

### BIO

Tomas Falk (PhD, University of Mannheim, Germany) is a Professor of Marketing at Aalto University School of Business, Finland, where he currently also serves as Associate Dean for Teaching and Education. His research expertise focus on patient

compliance, self-service technologies, sharing economy, and smart wearables. His work has found a home in journals such as Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Service Research, and Strategic Management Journal. He has also engaged in projects with companies such as BASF, BMW, OP Bank, Orange APAC, and Roche Diagnostics.

### ABSTRACT

The surge in popularity of smart wearables, hailed as tools for enhancing personal well-being, has sparked a pivotal debate in consumer research. While these technologies are generally lauded for empowering users with agency, recent conceptual work questions the extent to which they might simultaneously compromise consumer autonomy, giving rise to the concept of 'algorithmic agency'. Our research delves into this nascent debate by scrutinizing consumer responses to the computational agency exerted by smart wearables. Drawing on insights from existing

literature, we propose that smart wearables' agency hinges on their unique ability to collect, monitor, analyze, and interpret personal performance data. Through 26 in-depth interviews with self-trackers in Finland, our preliminary findings unveil four distinct consumer responses to computational agency exerted by smart wearables: surrender, reflection, cherry-picking, and dismissal.



Sunday 8<sup>th</sup> of December 2024



12:00 – 01:00 PM



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